

OUR LATEST MEDIA RELEASE



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FORMER AMBASSADOR HEYMAN TO OFFER INSIGHT INTO UPCOMING U.S. ELECTION AT 2025 ECONOMIC OUTLOOK

(Calgary, Alta.) – Former United States Ambassador to Canada, Bruce Heyman, will appear as the keynote speaker at Calgary Economic Development's upcoming [2025 Economic Outlook](#) on Oct. 8 to share insights on how the U.S. election will impact Calgary and Alberta's economy in 2025.

Analysts have been speculating for months about how the election results could impact [trade policies and tariffs](#), [energy](#) and [tech sector](#) development for Albertan and Canadian businesses in the coming year. This year's event, taking place one month before Americans head to the polls in a close election, will evaluate the uncertainty and how to navigate it.

"As a convener of important conversations for our community, we are excited to have Bruce Heyman join us as the keynote speaker for this year's Economic Outlook event," said Brad Parry, President and CEO of Calgary Economic Development (CED). "With his deep understanding of the economic ties between our two countries, he will share how the U.S. election outcome will impact the future of Canada's economy more than ever before as our bilateral relationship with Canada's number one trading partner evolves."

Heyman, a former partner at Goldman Sachs, served as the U.S. Ambassador to Canada from 2014 to 2017, where he was a key player in strengthening bilateral relations. In 2019, he was appointed co-chairman of the Advisory Board to the Canada Institute at the Wilson Center and published *The Art of Diplomacy: Strengthening the Canada-U.S. Relationship in Times of Uncertainty* with his wife, Vicki.

In recent interviews with [CTV News](#), [BNN Bloomberg](#) and [CBC](#), the former ambassador shared his initial thoughts on the potential impact the American election results could have for Canada's economy.

2025 Economic Outlook, powered by ATB Financial, will also explore how Alberta businesses can navigate macroeconomic trends and plan for multiple scenarios in 2025 with a keynote from Mark Parsons, Vice President and Chief Economist, ATB Financial.

Other speakers include Alberta Premier Danielle Smith, Calgary Mayor Jyoti Gondek, CED's Board Chair Joe Lougheed and CED's President and CEO, Brad Parry. More information and tickets for the event can be found on the [Calgary Economic Development website](#).

About Economic Outlook: The 2025 Economic Outlook event is an annual Calgary Economic Development event, drawing over a thousand business and community leaders from across the region. The event offers networking and an analysis of the economic factors influencing Calgary's economy, including national and global trends, industry forecasts and local developments.

ABOUT CALGARY ECONOMIC DEVELOPMENT

Calgary Economic Development is an opportunity-maker, helping to spark and fuel Calgary's growth. Our job is to connect people with resources that can help them grow their careers or businesses, thrive in new locations or markets and feel at home in our community. We steward the economic strategy, *[Uplook: An Action Plan for Our Economy](#)* with the mandate to position Calgary for long-term economic success by supporting the expansion, retention and acquisition of companies, capital and talent. We offer a wealth of information to help everyone succeed and we tirelessly promote Calgary, in Canada and around the world. For more information, please visit our website at www.calgaryeconomicdevelopment.com and follow us on [LinkedIn](#).

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